

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-60 (GP-064-08-US)

Applicants: Alexander Paul CAROBUS et al.

Serial No.: 10/699,607

Filing Date: October 31, 2003

Title: SERVING CONTENT TARGETED ADS IN E-MAIL, SUCH AS E-MAIL

NEWSLETTERS

Examiner: Thuy N. Pardo

Group Art Unit: 2165

Mail Stop Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

S I R:

SUBMISSION OF INFORMATION DISCLOSURE STATEMENT WITH CERTIFICATION UNDER 37 CFR § 1.97(c) (2)

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since this reference is a U.S. patent or a patent application publication, no copy is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to

07/18/2006 MBERHE 00000050 10699607

the above-captioned application. Indeed, the reference was filed after the filing date of the instant application.

The fee of \$180.00 is filed herewith.

Respectfully submitted,

June 11, 2006

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 542-9070

STRAUB & POKOTYLO 620 Tinton Avenue Bldg. B, 2nd Floor Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **June 11**, **2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo

Reg. No.

(modified PTO SB/08 W) 1 7 2006			
U.S. Department of Commerce Patent and Trademark Office		<u>Complete if Known</u>	
INFORMATION DESCRIBED SURE STATEMENT BY APPLICANT (use as many sheets as necessary)	Application Number: Filing Date:	10/699,607 October 31, 2003 Alexander Paul CAROBUS 2165 Thuy N. Pardo	
Sheet 1 of 1	Attorney Docket No.:	Google-60 (GP-064-08-US)	

	U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear	
	AC	US 2005/0096980	05/05/2005	KONINGSTEIN		
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Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant	T ⁶
		Office ³ Number ⁴			Figures Appear	
	 					
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Examiner	Date	
Signature	 Considered	

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

Modified PTO/SB/17 (01-03)

UL 1 7 2006

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Papegwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. JUL 1 7 2006

EEE TRANSMITTAL for FY 2006

Effective 12/08/2004, Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 180.00

Complete if Known		
Application Number	10/699,607	
Filing Date	October 31, 2003	
First Named Inventor	Alexander Paul CAROBUS	
Examiner Name	Thuy N. Pardo	
Art Unit	2165	
Attorney Docket No.	Google-60 (GP-064-08-US)	

METHOD OF PAYMENT (check all that apply)	FEE CALCULATION (continued)			
Check ☐ Credit card ☐ Money ☐ Other ☐ None		ONAL FEES	5	
	Large Entity	Small Entity		
Donosit	Fee Fee Code (\$)	Fee Fee Code (\$)	Fee Description	Fee Paid
Account S0-1049	1051 130	2051 65	Surcharge - late filing fee or oath	COTAIN
Deposit Straub & Pokotulo	1052 50	2052 25	Surcharge - late provisional filing fee or	
Name	1053 130	1053 130	cover sheet Non-English specification	
The Commissioner is authorized to: (check all that apply) ⊠Charge any underpayment of ⊠ Credit any overpayments	1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
fee(s) indicated below	1804 920*	1804 920*	Requesting publication of SIR prior to	
☑Charge any additional fee(s) due in connection with the filing submitted herewith			Examiner action	
□Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.	1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
FEE CALCULATION	1251 120	2251 60	Extension for reply within first month	
1. BASIC FILING, SEARCH & EXAMINATION FEES	1252 450	2252 225	Extension for reply within second month	
Large Entity Small Entity	1253 1,020	2253 510	Extension for reply within third month	
Fee Fee Fee Description Fee Paid (\$) (\$)	1254 1,590	2254 795	Extension for reply within fourth month	
1000 500 Utility fee	1255 2,160	2255 1,080	Extension for reply within fifth month	
430 215 Design fee	1401 500	2401 250	Notice of Appeal	
660 330 Plant fee	1402 500	2402 250	Filing a brief in support of an appeal	
1400 700 Reissue fee	1403 1,000	2403 500	Request for oral hearing	
200 100 Provisional fee	1451 1,510	1451 1,510	Petition to institute a public use proceeding	
SUBTOTAL (1) (\$) 00.00	1452 500	2452 250	Petition to revive - unavoidable	
	1453 1,500	2453 750	Petition to revive - unintentional	
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUI Fee from Extra Claims below Fee Paid	1501 1,400	2501 700	Utility issue fee (or reissue)	
Extra Claims below Fee Paid Total Claims -20** = X =	1502 800	2502 400	Design issue fee	
Independent 3** = V =	1503 1,100	2503 550	Plant issue fee	
Claims	1		Petitions to the Commissioner – check fee sheet	
· · ·	1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
Large Entity Small Entity Fee Fee Fee Fee <u>Fee Description</u>	1806 180	1806 180	Submission of Information Disclosure Stmt	180.00
Code (\$) Code (\$)	8021 40	8021 40	Recording each patent assignment per property (times number of properties)	100.00
1202 50 2202 25 Claims in excess of 20 1201 200 2201 100 Independent claims in excess of 3	1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))	
1203 360 2203 180 Multiple dependent claim, if not paid	1810 790	2810 395	For each additional invention to be	
1204 200 2204 100 **Reissue independent claims		205	examined (37 CFR 1.129(b))	
over original patent	1801 790	2801 395 1802 900	Request for Continued Examination (RCE)	
1205 50 2205 25 **Reissue claims in excess of 20 and over original patent	1802 900	1002 900	Request for expedited examination of a design application	
SUBTOTAL (2) (\$) 00.00	Other fee (sp	pecify)		
**or number previously paid, if greater, For Reissues, see above	* Reduced by	y Basic Filing Fe	e Paid SUBTOTAL (3) (\$) 180.	00

Name (Print/Type) John C. Pokotylo Registration No. (Attorney/Agent) 36,242 Telephone (732) 543	2-9070
Signature Date July 11	1, 2006

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.